



News Release

Riverland Tourism Conference to be held May 6, 2014

By Itollefs on Friday, April 4, 2014 Riverland Tourism Association will be holding a tourism conference entitled "Developing Tourism in NW Minnesota... One Story at a Time" from 10:00 a.m. to 4:00 p.m. on May 6, 2014. The conference will be held in the Bede Ballroom at the University of Minnesota Crookston in Crookston, Minnesota. The day-long seminar is designed to provide tourism education in Northwest Minnesota. A wide variety of sessions focusing on marketing, tourism development and digital trends will be presented. Presentations include "Sharing Your Story in a Digital Age" by Phil Seibel, Vice President of Revenue Development, Brainerd Dispatch; "Marketing the Great Outdoors" by Kristi Coughlon, NW Region Information Officer, MN DNR; and "Service After the Sale" by Cynthia Messer, Extension Professor, University of Minnesota Tourism Center. The conference will also include a panel highlighting "Big Successes in NW Minnesota" featuring the following panelists: Meghan Palubicki, Owner of The Red Poppy; Cheri Reese, Co-owner of Far North Spirits Distillery; and Terri Widman, Executive Director of the Region 2 Arts Council. Dave Bergman, Explore Minnesota Tourism Travel & Tourism Representative will also share information on the agency's new campaign/special programming. The cost of the conference is \$35.00 which includes registration, lunch and breaks. Contact Riverland President, Laura Anderson at 218-686-9785 or trfcvb@mncable.net to register.

The event is made possible by the financial support of the Northwest Regional Sustainable Partnership. Riverland Association is a regional tourism organization comprised of six communities in Northwest Minnesota: Crookston, East Grand Forks/Grand Forks, Fertile, Red Lake Falls, St. Hilaire and Thief River Falls. Go to www.visitriverland.org for more information. Contact:
Laura Anderson, President
Riverland Association
P.O. Box 692
Thief River Falls, MN 56701
218-686-9785
trfcvb@mncable.net

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2900 University Ave., Crookston, MN 56716
800-862-6466 | 218-281-6510 | umcinfo@umn.edu
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